

✔ Personal Recommendation / Opinion

✔ Alternative Option - Pick this or purple

✔ Order in roadmap not strict (Learn anytime)

The Power of Pricing Experiments
Best Practices for Pricing SaaS Products

https://roadmap.education

PRICING EXPERIMENTS

"Greater Perceived Value" Pricing

The Power of "Free"

The Anchoring Effect

Human Psychology and Pricing

What is Pricing Experimentation?

The Value of Experimental Pricing

Pricing team

Growth metrics

Customer value

Pricing tests

Pricing validation

What does Pricing Experimentation Entail?

Define "Value" in Customer Value

A Value-Based Pricing Case Study

Value is Key

Don't be Tempted by Competitive Pricing

Choose the Best Product Strategy

The Most Important Element of SaaS Pricing

Product

Marketing

Sales

Executive

Finance

Collaborative Team Involvement

Keep it Simple

Build Your Pricing Team

Establish processes

Empower the team

Define how to measure success

Get executive support and buy-in

The Pricing Team's Core Responsibilities

How to Develop a Pricing Process

1. Churn

Solutions:

(1)Align pricing with a value metric.

(2)Reassess customer value.

Success metric: Renewals

2. MRR

Solutions:

(1)Justify the cost.

(2)Re-evaluate and adjust.

Success metric: Expansion

3. CAC

Solutions:

(1)Understand your buyer persona.

(2)Focus on conversion rate optimization.

Success metric: Sales and conversion rate

Identify Growth Killers

Add a pricing tier.

Adjust feature positioning.

Play with price points.

Less is more

Packages and alternative models.

Data-Driven Experimentation

1. Flat Subscription

2. Per-User Pricing

3. Per-User with Free Participants

4. Tiered Pricing

5. Freemium

6. Per Visitor/Traffic

7. Free with Advertising

8. Broker Fee/Peer to Peer

9. Storage

10. Per Item/Contact (Consumptive Pricing)

10 Steps to Pricing Experimentation

1. Pricing is a Constant Process

2. Estimate Customer Lifetime Value

3. Lifetime Value > Customer Acquisition Cost

4. Your Sales Model Influences Your Pricing

5. Create Upsell Opportunities

6. Use Caution When Offering Annual Pre-Purchase Accounts

7. Consider Free Trials

8. Service is Key

9. Customers Don't Care About Your Costs

10. Pricing Perception Doesn't Follow Economic Rules

Pricing Experimentation Good-to-Knows

10 Unique Pricing Model Examples

Validate Your Pricing

Customer Interviews

Profit Model Estimation

Communicate with Internal and External Stakeholders

1. Leverage pricing psychology

2. Design should communicate value

3. Boost customer conversions

Design a Pricing Page that Converts

How to Implement Pricing Changes

Key Takeaways

As you embark on your roadmap to pricing experimentation, keep these key takeaways in mind to guide your pricing decisions:

1. Customer value is a top priority.
Your company will not be able to effectively maximize revenue and increase growth if your product and price does not reflect customer value.

2. Pricing doesn't need to be perfect.
More often than not, you won't get your pricing right the first time around. When you tap into those growth metrics we discussed, there will be many opportunities to improve your pricing strategy.

3. Don't be afraid to test your pricing.
Pricing requires consistent experimentation to drill down to the optimal pricing for the current market. Implement incremental tests to work towards your pricing goals.



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Awesome! You've already become a SaaS Product Pricing Expert!